

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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August 21, 1997

RJR Account #647510

Ms. C. Hulett

TRADING PORT

SEPTEMBER WINSTON B2GF CAP / PROMOTION #700927

Dear Cathi:

WINSTON regular product has been ordered (see quantities listed below), as well as 16 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11012	<i>Full Flavor</i>	12M	<u>1</u>

PO #091597

Product / Premium Arrival:

September 15, 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$709.17

Non-EFT \$ Amount:

\$N/A

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-2-
B2GFP
TRADING PORT

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$29.87 (1.07 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162303

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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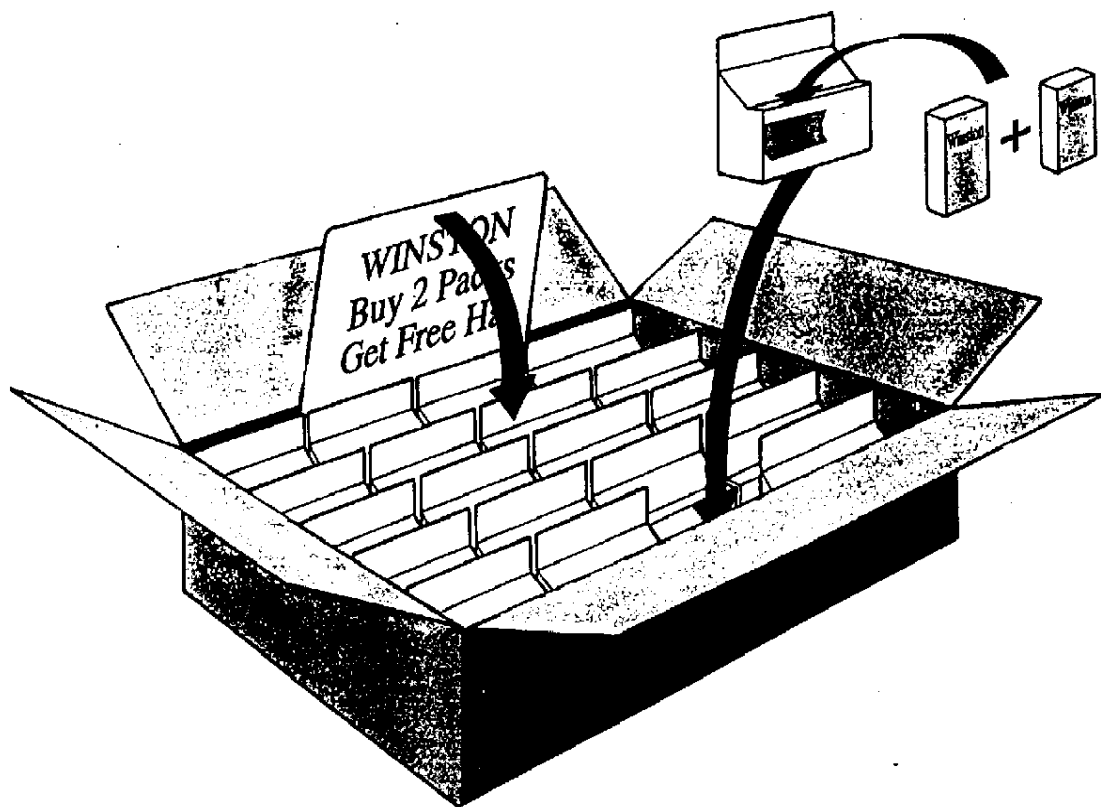
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	FF King					
Number of Cartons	4					

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The right premium CAPS everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

WHOLESALER : 647510 TRADING PORT, INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162237	535904	HAWLEY MARKET	824 HAWLEY AVE	SYRACUSE	NY	13203	2			9432	(115)476-0735
162303	162322	425467	J&P QUIK STOP LTD.	1288 MAIN ST	ROTTERDAM JUNC	NY	12150	1				(518)887-5100
162304	162321	020910	COLONIAL DELI MART	280 MIDDLETOWN RD	WATERFORD	NY	12188	2				(518)233-1310
162304	162321	437417	EASY MART	ROUTE 67	JOHNSONVILLE	NY	12094	1				(518)753-6529
162305	162233	178332	KIRKS	MAIN STREET	PHOENICIA	NY	12464	1				(914)688-9932
162305	162326	682879	J&B'S DELI	RR 1	RAVENA	NY	12143	1				(517)756-2346
162305	162326	767623	SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209	2				(518)463-5306
162306	162325	176084	WALTS GROCERY & DEL	47 WASHINGTON ST	RENSSELAER	NY	12144	1				(518)462-3814
162306	162325	357600	WALT'S GROC & DELI	77-81 CONGRESS ST	TROY	NY	12180	1			9731	(518)273-8951
162306	162325	514679	WALT'S GROCERY	109 HAMPTON AVE	RENSSELAER	NY	12144	1				(518)462-9100
162306	162326	700515	AVERILL PARK MARKET	RT. 43 & BURDEN L	AVERILL PARK	NY	12018	1			9083	(518)674-3821
162306	162326	766887	E-Z MART	RT 20 & 22	NEW LEBANON	NY	12125	2			9249	(518)794-7611

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 16

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 16

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